



NATIONAL

PUBLIC HEALTH

WEEK

2014

Public Health: Start Here



Today's public health professionals are helping individuals and communities navigate the changing world of public health.

Public Health: Start Here

National Public Health Week:

April 7-13, 2014

www.nphw.org

The public health system that keeps our communities healthy and safe is changing as technologies advance, public attitudes toward health shift and more health and safety options become available. Public health professionals are the guides to this system, helping our communities navigate the many choices along the way to achieving and maintaining health.

National Public Health Week 2014 presents an opportunity for public health and clinical health professionals to engage with individuals and communities to help them navigate the changing world of public health.



Practice



Advocate



Collaborate

Today's Public Health System

The Affordable Care Act takes two U.S. health systems – public health and health care – and brings them together like never before. As the ACA envisions, more collaboration between the overall health workforces will save lives and money.

The enactment of the ACA signals a shift in our nation's health system from one that focuses on treatment of the sick to one that is committed to proactively keep people and communities healthy and safe. Included in the historic law are comprehensive prevention provisions consistent with those called for by APHA in its health reform agenda and supported by other leading experts in population health.

APHA and its Affiliates have been at the forefront of promoting and protecting critical public health provisions for decades. The ACA is another step toward creating the healthiest nation over the course of the next generation. In addition, APHA and its partners have worked to educate our communities on the ACA and the Prevention and Public Health Fund by providing important information updates and guidance to the public.

"The idea is to begin to move our health system upstream so we're dealing with prevention as a primary thought versus fixing things after they break. It's always been that way with your car, your house and anything else that could break, so why wouldn't it be that way with your body?" **APHA Executive Director Georges Benjamin, MD**

As our public health system evolves through policy changes such as the ACA, the public health workforce must work collaboratively to guide communities through these important, life-saving updates.

The changes to the public health system present an opportunity for individuals and communities to take a proactive role in their health and safety. Public health professionals and organizations are the key to empowering people to participate in this exciting evolution of the public health system to improve the health and wellness of the whole community.

National Public Health Week 2014 will fall at a critical time in the ACA process — just after the first Health Insurance Marketplace open enrollment period ends on March 31, 2014. This will be an important opportunity to rally stakeholders and members of our communities around the value of public health. We need you to participate and to remind your communities that public health professionals can help them navigate these changing times. Tell them: *Start Here*.



Get Involved in National Public Health Week 2014

During NPHW 2014, support APHA's national efforts by working in your community to help draw attention to NPHW by:

- Attending and promoting NPHW events. Resources for planning and publicizing activities are available at www.nphw.org.
- Becoming an NPHW partner by signing up at www.nphw.org and linking to the site.
- Organizing an event and posting to the online calendar of events at www.nphw.org.
- Collaborating with local partners and APHA's Affiliates via www.apha.org/memberships/states.
- Publicizing NPHW on your Facebook, Twitter and other social networking accounts.
- Link to www.facebook.com/AmericanPublicHealthAssociation, the @NPHW Twitter account and www.youtube.com/aphadc.
- Communicating with local media about the importance of NPHW and pitching local story angles.
- Engaging bloggers in a discussion about your local NPHW activities.
- Educating your members of Congress about NPHW by sharing resources from www.nphw.org.

Start here. Start Now!

Start Here: What the ACA Means to Public Health

For most Americans, the Affordable Care Act means increased access to health coverage, better coverage and lower costs. The ACA will also have a significant impact on the world of public health. Here's what the ACA means for public health.

The Affordable Care Act includes:

- **Prevention & Public Health Fund:** Funding for state and local prevention efforts that will bolster public health capacity and prevention research and tracking.
- **Community transformation grants:** Funding for community-level efforts that will help address preventable chronic conditions.
- **Public education campaigns:** Funding for large-scale outreach activities focused on nutrition and exercise, tobacco cessation, oral health and more.
- **Community health needs assessments:** Requires tax-exempt hospitals to assess and address community needs and include public health stakeholders in the process.
- **Nutritional labeling requirements:** Requires chain restaurants and vending machines to display nutritional information.

Up-to-date information about the ACA, including these programs, as well as enrollment and implementation can be found at: [www.apha.org/advocacy/Health + Reform and Healthcare.gov](http://www.apha.org/advocacy/Health+ReformandHealthcare.gov).



Educate

Research

Promote

Communicate

NPHW 2014 Daily Sub-Themes: Changing Public Health System

Our communities come in contact with the public health system on a daily basis. As this system evolves, public health professionals will help guide people and the communities through these changes. NPHW 2014 breaks down these changes into daily sub-themes to make the transition easy to understand and navigate.

Day 1 Be healthy from the start. From maternal health and school nutrition to emergency preparedness, public health starts at home. Let us show you around.

Day 2 Don't panic. Disaster preparedness starts with community-wide commitment and action. We're here to help you weather the unexpected.

Day 3 Get out ahead. Prevention is now a nationwide priority. Let us show you where you fit in.

Day 4 Eat well. The system that keeps our nation's food safe and healthy is complex. We can guide you through the choices.

Day 5 Be the healthiest nation in one generation. Best practices for community health come from around the globe. We have a world of public health to show you.

About APHA

The American Public Health Association champions the health of all people and communities. We strengthen the profession of public health, foster understanding, engagement and support for key public health issues, and directly influence public policy to improve global health.

During the first full week of April each year, APHA brings together communities across the United States to observe National Public Health Week as a time to recognize the contributions of public health and highlight issues that are important to improving our nation. For nearly 20 years, APHA has served as the organizer of NPHW. Every year, the Association develops a national campaign to educate the public, policymakers and practitioners about issues related to each year's theme.

Learn more at www.apha.org.

